

MORE WAYS TO REACH LANCASTER COUNTY, PA AND BEYOND

For over 225 years, LNP Media Group, Inc. has served as the #1 source of news in Lancaster County, Pennsylvania.

Through our marketing solutions, you can reach more than 96% of the county's population. In addition to our growing digital audiences and capabilities, we continue to emphasize our print publications, which distinguishes us from neighboring markets in the Harrisburg, Lancaster, Lebanon, and York DMAs.

PAID Reach More of Lancaster County

LNP Media Group's print editions are read by 60% of the adult population each week, with a total paid distribution of over 77,000. We also have over 14,000 highly engaged digital subscribers paying for content on LancasterOnline.



LANCASTERONLINE #1 Source of Digital News

More than a million unique visitors generate over eight million LancasterOnline page views each month. Extend your reach by targeting our digital readers with run-of-site impressions, homepage takeovers, reveal billboards, videos, animated ads, quizzes, sponsored articles, and more.



DIGITAL Innovative Solutions

Your future starts here. From paid search, email marketing, and social media, to targeted display, geofencing, video production, connected TV and more, our team can do it all.



LNP MEDIA
GROUP, Inc.



MAILED Non-Subscriber Coverage

Pocket is a shared mail product that's packed with values consumers seek and results advertisers love. It's mailed weekly to over 91,000 households in specially selected zip codes.



NICHE Connect with the Region's Leading Farming Publication

Lancaster Farming and LancasterFarming.com is the winner of multiple Keystone Media Awards from the PA News Media Association, including first place news coverage of the dairy and industrial hemp industries.

For over 60 years, Lancaster Farming has connected the farming community in PA (and nationwide), and is sent to over 60,000 paid subscribers each week.

Lancaster Farming is a trusted source for agriculture and farming news, homesteading, country life, recipes, beef, dairy, renewable energy, field crops, hemp, livestock, horses, organic, poultry, soil health, ag technology, and more.



DID YOU KNOW?

According to a Coda/Triad Newspaper Insert Study, **9 out of 10** newspaper readers (91%) report that they *take action after reading or looking at inserts*.

THIS IS LANCASTER COUNTY IN 2023

Lancaster County business is thriving in 2023.

Two new shopping centers, the Shoppes at Belmont and the Crossings at Conestoga Creek, feature more than 30 premiere shops and culinary experiences that have brought in an influx of industry and population into Lancaster County.

According to the U.S. Census, the Lancaster County population has grown by 33,500 people since 2010. The increase makes it the fifth fastest growing county in Pennsylvania, and it is expected to grow to over 554,000 this year.

The retail, grocery, health, and financial industries are at an all-time high in the county, and competition is fierce; it is more important than ever before to make your business top of mind in Lancaster County.

1

GROWING

Lancaster County is the 6th most populated county in Pennsylvania and among the fastest growing. It has a diverse employment base including advanced manufacturing, pharmaceutical, agribusiness, and live event staging.



Population:
554,000

2

COMMUTING

Lancaster is both a short drive and connected by rail to some of the largest metro areas in the nation, including Philadelphia, Baltimore, Washington D.C., and New York City.



Median Household Income:
\$75,000

3

SHOPPING

Lancaster is home to one shopping mall, two regional outlet centers, and many new shopping centers, including the Shoppes at Belmont and the Crossings at Conestoga Creek.



Median Age:
39.3



Number of Employees:
246,200



Median Property Value:
\$218,700



SOURCE: U.S. Census, Bureau of Labor Statistics
2/23/23